

ORGANIZERS



MINISTRY OF CULTURE
RUSSIAN FEDERATION



CONFERENCE PARTNER



ORGANIZERS



WWW.ICOM-RUSSIA.COM

ICOM Russia is the Russian National committee of the International Council of Museums (ICOM) which unites more than 35000 members from 136 countries. ICOM Russia activities are focused on contribution to the protection and promotion of the natural and cultural heritage, support of museums and museum specialists, and strengthening of the intercultural exchange and collaboration in the museum sphere. In 2017 ICOM Russia celebrates its 60-years anniversary.

DutchCulture is the strategic advice agency for international cultural cooperation, creating activities worldwide. DutchCulture works with – and for – the cultural sector, the government and the diplomatic network both in the Netherlands and abroad. DutchCulture is commissioned by the Ministry of Education, Culture and Science; the Ministry of Foreign Affairs and the European Commission.



DUTCHCULTURE.NL



The State Hermitage Museum is an encyclopaedic museum holding artwork originating from Western Europe, Russia, Classical Antiquity, Near East, Central Asia, Far East, numismatic collections stretching from antiquity to modern times, Western European, Oriental and Russian weapons as well as archaeological artefacts. The State Hermitage holdings comprise a total of over three million exhibits. The museum currently occupies 11 buildings and most of them are unique cultural and historical monuments on their own.

The State Hermitage Museum constitutes a large exhibition, scientific, restoration and educational centre.

The State Hermitage Museum incorporates permanent exhibition centres located in Kazan, Vyborg, Amsterdam (The Netherlands) and a research centre in Venice (Italy). The Museum is planning to open several other centres in the following years.

WWW.HERMITAGEMUSEUM.ORG

The State Museum and Exhibition Centre ROSPHOTO was founded in 2002. As a museum, ROSPHOTO holds a variety of exhibitions in the exhibition halls in the centre of Saint Petersburg, in other regions of Russia and abroad. The collection of ROSPHOTO includes unique photographic materials that present an overview of the art of Russian and world photography, history of art styles, development and evolution of photographic techniques and technology. Currently ROSPHOTO's constantly expanding collection has more than 25 000 art objects. ROSPHOTO holds scientific and methodological centre on realization of the Program for the Conservation and Restoration of Photographic Documents included in the governmental funds of the Russian Federation.



WWW.ROSPHOTO.ORG



WWW.TZAR.RU

The Tsarskoye Selo palace-and-park ensemble is a superb monument of world-ranking architecture and garden-and-park design dating from the eighteenth to early twentieth centuries. A whole constellation of outstanding architects, sculptors and painters made the ideas of their crowned clients a reality here. Tsarskoye Selo is a cluster of very fine examples of Baroque and Classical architecture. The compositional centre of the ensemble is the Great Tsarskoye Selo or Catherine Palace – a splendid example of Russian Baroque. Visitors are enraptured by the sumptuous décor of the Great Hall and the Golden Enfilade of state rooms that includes the world-famous Amber Room now returned to life.

The State Russian Museum is the world's largest collection of Russian art, housed in a unique architectural complex in the historical centre of Saint Petersburg. Today, the area of the museum complex is more than 30 hectares. The museum collection contains over 400 000 exhibits covering all major periods and trends in the history of Russian art, all main types and genres, trends and schools of Russian art over more than a thousand years: from the X to the XXI century. It is accommodated in buildings that are outstanding monuments of the XVIII-XIX century architecture.

WWW.RUSMUSEUM.RU



CONCEPT NOTE

Any museum regardless the type, size and juridical status is obviously situated in a particular territory and, thus, connected to local life and communities. They are primary sites for cultural exchange and civic dialogues concerned with community interests. Museums are increasingly valued by the society for their ability to redistribute wealth in the form of access to scientific, cultural and artistic resources, mitigating the culture gap that arises from income disparities. However, the work with local communities is not an easy task. There are multiple audiences with various needs and expectations. Within this conference, we seek to exchange knowledge and experience between Russian and Dutch museums on how they interact and built partnership with communities as well as address ongoing challenges connected to this work.



PROGRAM

DAY 1: 6 SEPTEMBER



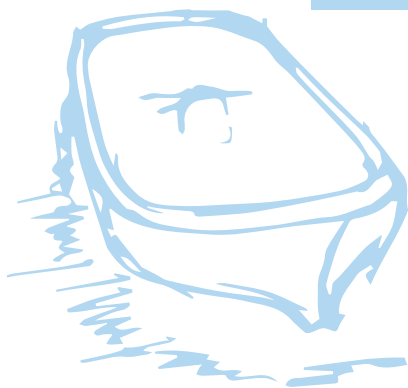
WHOLE DAY

PARTICIPANTS ARRIVAL. MEETING AT THE AIRPORT “PULKOVO” AND TRANSFER TO THE “RADISSON SONYA HOTEL”, LITEINY PROSPEKT, 5/19

19:00

CULTURAL EVENT: VISITING OF THE STATE MUSEUM AND EXHIBITION CENTRE ROSPHOTO, BOLSHAYA MORSKAYA STREET, 35

In 2017, ROSPHOTO celebrates its 15th anniversary. A jubilee exhibition will present the best photographs, which entered the museum collection in 2002 - 2017. The exhibition will bring together more than 90 artists and their works created in the period from 1850 till 2000-s. The exhibition presents a number of little-known works by famous photographers.



DAY 2: 7 SEPTEMBER

Location: The “Old Village” Restoration and Storage Center of the State Hermitage, Zausadebnaya str., 37

09:00 DEPARTURE FROM THE “RADISSON SONYA HOTEL”,
LITEINY PROSPEKT, 5/19

09:30 – 10:30 REGISTRATION OF THE PARTICIPANTS

10:30 – 11:30 OPENING CEREMONY. WORDS OF WELCOME

Moderator:

Georgy Vilinbakhov

Deputy Director for Research of the State Hermitage Museum, ICOM
Russia Board Member

Speakers:

Vladimir Tolstoy

Adviser to the President of the Russian Federation on culture and arts,
Secretary of the Council for Culture and Art under the President of the
Russia Federation

Mikhail Shvydkoy

Special Representative of the President of the Russian Federation on
International Cultural Cooperation

Renee Jones-Bos

Ambassador of the Kingdom of Netherlands to the Russian Federation

Cees de Graaff

General Director of DutchCulture

Bjorn Stenvers

Executive Director of the ICOM Endowment Fund



11:30 – 16:30

PLENARY SESSION: MUSEUM AS A PLATFORM FOR EDUCATION AND MEDIATION OF SOCIAL RELATIONS

Today's world experiences radical changes and meets with multiple crises — social, political, environmental — which influence people's lives at different levels. Through education and communication, museums are committed to save heritage and traditions, answer current social requirements and promote a better future. The plenary session will focus on museum's power to create a platform for in-depth dialogue between different social groups and address educational needs of various communities.

- *How can a museum become the centre of public and cultural for local communities?*
- *The making of meaning: how can museum expositions transmit important social messages?*
- *How can educational programs stimulate social cohesion and neighbourhood interaction?*
- *Can the museum act as a mediator in social and historical problems and challenges? Examples of museum programs, which feature themes of non-violent conflict resolution, social justice issues and peace.*

Moderator:

Olga Makho

Head of the Scientific and Methodological Sector of the Scientific and Educational Department of the State Hermitage Museum

11:30 – 11:55

Presentations:

Hans Looijen

Director, Het Dolhuys Museum, Haarlem & Outsider Art Museum, Amsterdam. **Outsider Art: the Inner Voice in the Art**

Paul Mosterd

Deputy Director, The Hermitage Amsterdam. **The Hermitage Amsterdam, a Young Museum and its Position Today**

11:55 – 12:20

Aleksei Boyco

Leading Methodologist of Educational Activities

Anton Sheverdyaev

Head of the Sector on Work with the Youth Audience, The State Russian Museum. **Contemporary Art in Education Programs and Projects of a National Art Museum**



12:20 – 12:50	COFFEE-BREAK
12:50 – 13:15	Marthe de Vet Head of Education & Interpretation, Van Gogh Museum. Making Van Gogh Accessible in a Changing World
13:15 – 13:40	Anna Stadinchuk Deputy Director for Development, The GULAG History State Museum. “My Gulag” Project and Social Volunteer Center
13:40 – 14:05	Annemies Broekgaarden Head of Public & Education, The Rijksmuseum. The Role of the Museum Education in a Rapidly Changing World
14:05 – 15:00	LUNCH
15:00 – 15:25	Olga Morozova Head of the Aesthetic Education Department, The Pushkin State Museum of Fine Arts. Communication, Perception, Ambition, Succession. Educational Programs in the Pushkin State Museum of Fine Arts
15:25–15:50	Roos Wattel Director, Wat Telt! Nynke Feenstra Accessibility consultant, Wat Telt! Deaf Visitors & the ‘Hearing’ Museum
15:50 – 16:00	Roos Wattel Director, Wat Telt! Bjorn Stenvers Executive Director of the ICOM Endowment Fund. Presentation of the Book «Deaf and Hard of Hearing Museum Visitors»
16:00 – 16:10	Dinara Khalikova Project Director, ICOM Russia. Presentation of the ICOM Russia project «Inclusive museum»
16:10 – 16:30	Summary

16:30 – 18:30

CULTURAL EVENT: EXCURSION AT THE “OLD VILLAGE” RESTORATION AND STORAGE CENTER OF THE STATE HERMITAGE MUSEUM. Excursion includes the route through the open storage of the State Hermitage Museum and visit to the collections of Russian icons and frescos, West European and Russian furniture, imperial carriages and Eastern tents. Conference participants will be able to visit the archeological class for the classes with blind and visually impaired children.

18:30 – 20:30

WELCOME RECEPTION

20:30

Transfer to the hotel “Radisson Sonya Hotel”, Liteiny Prospekt, 5/19

DAY 3: 8 SEPTEMBER*

**Two parallel sessions followed by practical workshops*



09:10

Departure from the “Radisson Sonya Hotel”, Liteiny Prospekt, 5/19

10:00-18:30

THEMATIC SESSION 1: MUSEUMS AS AGENTS OF SOCIAL INCLUSION
LOCATION: The General Staff Building of the State Hermitage, Dvortsovaya sq., 6/8.

In recent years, there has been an increasing emphasis on access to museum collections and services for a much broader audience, including disabled people. It is believed that museums play a significant role in promoting social inclusion, in partnership with other agencies and community-based institutions. Remarkably, the notion of social inclusion is complex and museums respond to the needs of the audience in ways that are appropriate to their own circumstances. What is the driving force for museums is the feeling of responsibility to contribute through their collections, displays and practices towards more inclusive societies. But how can the museum estimate its impact on individuals, communities and wider society? It is hardly possible to create a universal system of measurement. Nevertheless, we should acknowledge ways in which museums contributions to social inclusion of disabled people can be examined. Within this session, we invite experts in to share relevant findings and discuss the effectiveness of social inclusive programs in museums.

Moderators:

Anna Gor, Director

Volga-Vyatka Branch of the State Museum and Exhibition Center “ROSIZO”

Irina Dyubanova

Head of the Scientific and Methodological Department “School Centre”, The State Hermitage Museum.

10:00 – 10:25

Presentations:

Ilya Ermolaev

Member of the Directorate’s Office, The State Hermitage Museum.

Exhibition as a Form of Inclusion

10:25 – 10:50

Jan Erik Dubbelman

Head Educational Projects Department, Anne Frank House. **The**

Power of Location, the Power of Voice: the International Outreach Activities of the Anne Frank House, Amsterdam

10:50 – 11:15

Tatyana Kubasova

Deputy Director for Research, The State Darwin Museum. **The**

Darwin Museum for All: the Experience of a Social Inclusion

11:15 – 11:40

Anouk Heesbeen

Outreach Executive, The Stedelijk Museum Amsterdam. **Making**

Museums ‘Unforgettable’

11:40 – 12:05

Ekaterina Vladimirtseva

Coordinator of the Educational Department;

Vlad Kolesnikov

Inclusive Programs’ Manager, Garage Museum of Contemporary Art. **Work**

with Communities: Garage Museum of Contemporary Art Experience

12:05 – 12:30

COFFEE-BREAK

12:30 – 12:55

Marleen Hartjes

Coordinator Special Guest Program, Van Abbemuseum. **Special**

Guests: the Added Value of Becoming an Inclusive Museum

12:55 – 13:20

Ekaterina Sinitsina

Methodologist on Museum and Educational Activities, the State Tretyakov

Gallery. **Museum Infrastructure and Special Education Programs for**

the Visitors with Special Needs. The Tretyakov Gallery Experience

13:20 – 13:45 **Lisa Kleeven**
Education Coordinator, Tropenmuseum in Amsterdam, The National Museum of World Cultures. **Creating Connections: Personal Museum**

13:45 – 14:10 **Vladimir Stepanov**
Curator of the Inclusive Programs Department, The Museum of Russian Impressionism. **To See and to Hear the Impressionism. The Creation of the Accessible Area in the Private Museum**

14:10 – 14:35 **Maren Siebert**
Head of Education, Foam (Photography museum). **Amsterdam Vertelt (The Story of Amsterdam). How to Reach out to and Connect Different Generations with the Museum and Each Other through Photography**

14:35 – 15:00 **Annemarie van Eekeren**
Head of Public and Education Department, Amsterdam Heritage Museums. **Including Amsterdam: Uncovering the Story of the City and its People**

15:00 – 16:00 LUNCH

16:00 – 16:30 Transfer from the State Hermitage Museum to the State Russian Museum

16:30 – 18:30 **WORKSHOP at the State Russian museum, Mikhailovsky Garden.**
Master-class “Oak’s birthday” – it is a museum project which is held in the Mikhailovsky garden (it is also one of the objects of the State Russian Museum). This project intends to acquaint participants with the history of the garden in an interactive, musical and playing form. The project represents a journey with the elements of art therapy techniques.

19:00 Departure to the “Radisson Sonya Hotel”, Liteiny Prospekt, 5/19, free evening

10:00–17:30

THEMATIC SECTION 2: MUSEUM AS LOCAL ECONOMY DRIVER

LOCATION: The “Old Village” Restoration and Storage Center of the State Hermitage, Zausadebnaya str., 37

During this session, we will explore how the museum can become a driver of sustainable socio-economic development of the territory through harnessing the value generated by the emerging wave of creative-driven commerce and exchange. In particular, we are interested in cultural industries since they contribute to the diversification of economy, create new jobs as well as carry a form of cultural expression.

- *How can a museum encourage business to invest in cultural projects and events?*
- *How can a museum become successful in the production and dissemination of cultural products and services based on its collections and activities?*
- *How does the museum cooperate with local craftsmen, artists and other masters and support cultural entrepreneurship?*
- *Does the museum have power to create a compounding effect in the local economy?*
- *How can local business benefit from the partnership with museums?*

Moderator:

Mikhail Gnedovsky

Chief analyst, The Moscow Center for Museum Development

10:00 – 10:25

Presentations:

Natalya Karovskaya

Director, The State Museum-reserve “Rostov Kremlin”. **Development Programs of the Rostov Kremlin: From the Museum in the City to the City in the Museum**

10:25 – 10:50

Errol van de Werdt

General director, The Textielmuseum. **The Repositioning of Museums and its Emerging Values for the Society**

10:50 – 11:15

Elza Kuzina

Scientific Secretary, The National Museum of the Republic of Tatarstan. **Project «Museum Regatta» as a Mediator of Social Interaction in the Republic of Tatarstan**



11:15 – 11:40 **Peter Coolen**
Director, The Street Art Today. **How I Started a Blog and Ended up Building a Museum**

11:40 – 12:05 **Olga Taratynova**
Director, The State Museum-Preserve «Tsarskoye Selo». **Museum-Preserve as a City-Forming Element Which Affect the Economy of the Region**

12:05 – 12:30 COFFEE-BREAK

12:30 – 12:55 **Harry Tupan**
General Director, The Drents Museum. **The Museum as a Catalyst for the (Local) City Marketing**

12:55 – 13:20 **Natalya Nikitina**
General Director, The Non-Commercial Partnership Kolomna Centre for the Experiential Travel Development “Kolomna Trading Quarter”. **Cultural Capital of the City as a Resource for the Sustainable Development of the Territory**

13:20 – 13:45 **Hester Wandel**
Head of Collections, Zaans Museum. **We are Holland. How Tourism and a Regional Historical Collection Go Hand in Hand**

13:45 – 14:10 **Artem Silkin**
Director, The Museum-Reserve «Town-island of Sviyazhsk». **Museum-Reserve «Town-Island of Sviyazhsk» - a Role in the Local Economy, Local Communities and Cultural Industries**

14:10 – 14:30 **Summary and discussions**

14:30 – 15:30 LUNCH

15:30 – 17:30 **WORKSHOP: Measuring the museum’s impact on the economic development of a territory (in English)**
How does a museum influence the local economy? Does this require the profit-making skills on the part of the museum, as some people would suggest? Could it be, though, that the capitalisation of heritage takes different forms? What do we need to know to define the direct, indirect and induced impact of the museum on the local economy? The

workshop participants will try answering these and similar questions while at the same time assessing the impact of their museum on the economic development of their city or region.

18:00 Departure to the “Radisson Sonya Hotel”, Liteiny Prospekt, 5/19, free evening

DAY 4: 9 SEPTEMBER

08:00 *Departure from the Hotel “Radisson Sonya Hotel”, Liteiny Prospekt, 5/19 (with the luggage)*

10:00 – 13:30 **CULTURALEVENT: Tour to State Museum-Preserve «Tsarskoye Selo», Pushkin, Sadovaya Street, 7**

The conference participants will receive the possibility to visit the “Tsarskoe Selo” Museum-Reserve. The Museum will organize the excursion in the Catherine Palace, where they will have a tour through the Golden Enfilade of state rooms that includes the world-famous Amber Room. Guests of the program will have the unique possibility to see the Catherine park pavilions: “Hermitage” with the demonstration of the dining-tables with hoists, the “Cold Bath” with the authentic historical decoration of the Agate Rooms. As well there will be a possibility to get acquainted with the results of the restoration works held in the “Tsarskoe Selo Amber Workshop”.

13:30 – 14:30 **LUNCH**

14:45 *Departure to the airport “Pulkovo”*

SPEAKERS’ BIOGRAPHIES



ALEKSEI BOYCO

Leading Methodologist on the Museum Education Activity, The State Russian Museum

Ph. D. in History of Art; the winner of the National Award for Literature and the Arts in the formation and implementation of program of art upbringing and education for children and youth in the Russian Museum (in the group of authors); school teacher; associate professor, Department of design, Saint-Petersburg State University; author of educational courses and publications about the art of XX–XXI centuries

ANNEMIES BROEKGAARDEN

Head of Public & Education, The Rijksmuseum

After a career in marketing & communication in Scientific Publishing and Public Broadcasting, Annemies Broekgaarden set up the Dick Bruna House Foundation to find a home for the collection of the world-famous Dutch artist Dick Bruna. Her involvement in museums and education turned her into a professional in museum education. Starting as Head of the Tropenmuseum Junior in 1999, Annemies’ skills in communication, management, international project management, and cultural anthropology eventually led her to the Rijksmuseum. In 2008 she accepted the challenge of formulating the Rijksmuseum’s educational policy, programming, and products for the museum after it reopened in 2013. Furthermore she was tasked with building up the education department and developing an educational centre – the Teekenschool.



PETER COOLEN

Director, The Street Art Today

Peter Coolen started his career in street art through graffiti at a very young age. During his high school years he already found ways to make money from his talent by doing commissions for local shops and businesses. In the early nineties he became a graphic designer working for clients like Samsung, UNICEF and Canon, among many others. In 2013 he founded NAME Gallery Amsterdam, and started curating monthly exhibitions with a wide range of international street artists. In 2014 he started Street Art Today as an independent promotion platform for high quality street art, the artists involved and their different styles. It didn’t take very long before Coolen got noticed by ING and was asked to produce a street art campaign for the Rijksmuseum. In 2015 Coolen partnered with a local entrepreneur, formed a small team and started to work on what will become “the world’s biggest museum for urban contemporary and street art” in a former shipyard warehouse in Amsterdam. The museum is expected to open in the Summer of 2018.





JAN ERIK DUBBELMAN

Head of the Educational Projects Department of the Anne Frank House

After teaching statistics and research methodology at the Free University in Amsterdam Jan Erik Dubbelman joined the Anne Frank House in 1982; first he worked at the Research and Information Department where he created publications on xenophobia and prejudice. From 1986 he was involved in developing the international outreach program of the Anne Frank House. This program consists of touring exhibitions on the life and times of Anne Frank (more than 12 million people came to see these presentations in over 5,000 venues in 92 countries), teacher trainings and film workshops. Key to the success of these activities are the efforts of thousands of young volunteers in so-called peer-led educational programs

IRINA DYUBANOVA

Head of the Scientific and Methodological Department “School Centre”, The State Hermitage Museum



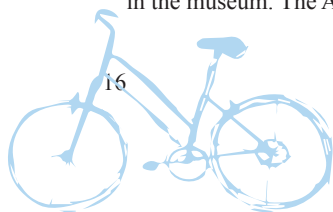
Graduated from the Department of the History of Art of the Historical Faculty of the Leningrad State University. Since 1990 she works in the Scientific and Educational Department of the State Hermitage Museum. Has got a huge experience in the field of the lecture and excursion work. Since 1999 till 2009 she gave lectures on history of Ancient Art on the Department of History of the West-European Art of the Saint Petersburg State University. Since 2010, she is the Head of the Scientific and Methodological Department “School Centre” of the State Hermitage Museum. Participated in numerous international conferences connected with the methods of work with the visitors with special needs and children.



ANNEMARIE VAN EEKEREN

Head of Public and Education Department, Amsterdam Heritage Museums

Annemarie van Eekeren is head of the public & education department of the Amsterdam Heritage Museums/AHM (Amsterdam Museum, Our Lord at the Attic, Willet-Holthuysen, Biblical Museum, Portrait Gallery of the Golden Age). The AHM develops programs and presentations for different groups: schoolchildren, adults, families, and newcomers learning the Dutch language in the museum. The AHM is also active working in neighbourhood projects.





ILYA ERMOLAEV

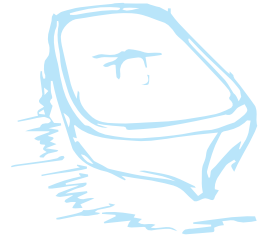
Assistant of the General Director of the State Hermitage Museum

Graduated from the Historical Faculty of the Saint Petersburg State University. Since 2006 he works in the State Hermitage Museum. He is a curator of exhibitions “Only with Colouring” (jointly with the Centre “Anton is right here”) and “Shinishi Savada. Images from the Subconscious” (jointly with the Outsider Art Museum, Amsterdam).

NYNKE FEENSTRA

Accessibility Consultant at the Wat Telt!

Since 2013 she has been dedicated to improving the accessibility of museums for people with sensory impairment. As consultant she advises people and organizations about the topic of accessibility with regard to policy, communication, and (exhibition) design. At Leiden University she is working on her dissertation titled: Mechanisms of Inclusion: understanding how museums can contribute to social inclusiveness.



MIKHAIL GNEDOVSKY

Chief Analyst in the Moscow Centre for Museum Development

He works as Chief Analyst in the Moscow Centre for Museum Development. He is a member of the Standing Committee on Ethics and a board member of the Russian National Committee of ICOM. In 2003 - 2015, he was Director of the Cultural Policy Institute. He chaired European Museum Forum in 2009 - 2011, and was on the jury of European Museum of the Year Award in 2002 - 2012.

ANNA GOR

Director of the Volga-Vyatka region Branch of the State Museum and Exhibition Center “ROSIZO” (Nizhny Novgorod)



Founder and director of the centre for contemporary art in Nizhny Novgorod; author of about 300 local press publications concerning the problems of fine arts; member of International Association of Art Critics (AICA, Paris); holder of the French Order of Arts and Literature; Honorary member of the Russian Academy of Arts.



MARLEEN HARTJES

Coordinator Special Guest Program of the Van Abbemuseum Eindhoven

Marleen Hartjes is museum educator and project coordinator of the Special Guests program at the Van Abbemuseum. Together with the constituencies she developed multi-sensory museum experiences for blind, deafblind and partially sighted visitors, programs for deaf visitors in sign language, tools for visitors that are hard of hearing, special tours for visitors with aphasia and she implemented a museum robot to open up the museum for visitors who are physically not able to come to the museum. Her latest project is an autism friendly museum experience.

ANOUK HEESBEEN

Outreach Executive of The Stedelijk Museum Amsterdam



She has started as a tour guide and facilitator at the Stedelijk Museum Amsterdam in 2012. In 2015 became responsible for the nationwide expansion of the Unforgettable program: interactive guided tours for people with dementia and their loved ones. In this role, Heesbeen worked at 10 different museums across the country to adaptively implement the program and intensively train facilitators. Currently Heesbeen holds the position of Outreach Executive, taking on the challenge of improving the accessibility and inclusion of the Stedelijk Museum.



NATALYA KAROVSKAYA

Director of the State Museum-reserve “Rostov Kremlin”

PhD in Cultural Studies. Natalya Karovskaya is the specialist in music and particularly - in the campanology, author of the different scientific articles. During the work in the Rostov Kremlin Museum, such social projects were realized under her leadership:

1. Development of the Art studio “Green Stripe” for persons with disabilities;
2. Creation of the “Bell Centre” and the school of the art of bell ringing;
3. Elaboration of the “Museum Academy” - educational project for the schoolchildren;
4. Setting up the museum Clubs: “Museum Friday in the Rostov Kremlin” and “Apple pancake” in the Borisogleb’s branch of the Museum.



LISA KLEEVEN

Education Coordinator of the Tropenmuseum in Amsterdam, The National Museum of World Cultures

Over the last ten years, I have developed several innovative educational projects and collaborated extensively with local groups. My current projects focus on collaborating with refugees in the museum and working with peer groups on the Dutch colonial past and present. Coming from a background in Art History (BA, 2005) and Gender studies (MA, 2007), I have an activist mindset and find it important that museums are accessible and inspiring for everyone. This means I approach museum education from a perspective of social inclusion and diversity. To me, there is nothing more fun and rewarding than connecting people through art and culture!

VLAD KOLESNIKOV

Inclusive programs’ manager in the Museum of Contemporary Art “Garage”



Teacher of the deaf and hard of hearing people, MA in defectology, sign language translator. Graduated from the Moscow State Pedagogical University, postgraduate student of the Department of inclusive education and teaching of the deaf and hard of hearing. Teacher of the supplementary education in the school for the deaf and hard-of-hearing №52.



TATIANA KUBASOVA

Deputy Director for research at the State Darwin Museum, PhD

In 2001 graduated from the Tula State Lev Tolstoy Pedagogical University. In 2003 earned a Master’s Degree in Biology at Pushchino State University. In 2006 completed postgraduate education of the Russian Academy of Sciences in the specialty «Ecology». In 2007 defended thesis and earned a Degree of the Candidate of Biological Sciences. In 2007 completed professional retraining according to the “Museology and protection of monuments: an examination of cultural values” at Moscow State University of Culture. 2004 – 2010 worked at Pushchino museum of ecology and local history. 2011 – works at the State Darwin Museum, first as a scientific Secretary, since February 2013 as a Deputy Director of Scientific Research.



ELZA KUZINA

Scientific Secretary of the National Museum of the Republic of Tatarstan

Since 2009 she has been working in the National Museum of the Republic of Tatarstan. She was appointed as a scientific secretary in 2016. Took an active part in conducting of the interregional scientific and practical seminars, trainings, roundtables, the International Museum Forums in Kazan (2010-2015) and in the organization of the Tatarstan Republic delegation participation in the XXIV General Conference of ICOM in Milan (2016). Speaks German (fluently) and English.

HANS LOOIJEN

Director, Het Dolhuys Museum, Haarlem & Outsider Art Museum, Amsterdam



Started his career as an entrepreneur in culture, organizer and concept creator. Since 2008 he is the director of Het Dolhuys, museum of the mind in the Netherlands. Since March 2016 Looijen is director of the Outsider Art Museum (OAM) in Amsterdam. Looijen is responsible for the artistic and business management of the new Outsider Art Museum, opened by Royal Highness Queen Maxima, March 2016. The Outsider Art Museum is the only museum in the Netherlands that shows leading art works by national and international Outsider Artists. Hans Looijen is, besides being director of the Dolhuys and Outsider Art Museum, advisor for Museum Kranenburg, chair of the International Madness and Arts Foundation (iMAF) and advisor for the Outsider Art Gallery.



OLGA MAKHO

Head of the Scientific and Methodological Sector, Scientific and Educational Department of the State Hermitage Museum

For 35 years she works in the Scientific and Educational Department of the State Hermitage Museum. She is the author of the different lecture and excursion programs. PhD in Art history, specialist in Italian art. On a regular basis participates in the international scientific conferences, has more than 60 publications. Is associate Professor of art history of the Saint Petersburg Institute of Cinema and Television.



OLGA MOROZOVA

Head of the Aesthetic Education Department of the Pushkin State Museum of Fine Arts

PhD in Art history. Member of the International Federation of Journalists, member of the Russian Union of Journalists, conferred with a decoration “Golden pool of Press”, awarded by the Ministry of Culture of the Russian Federation with the Certificate of merit. Educational background: The State Academic Institute of Painting, Sculpture and Architecture Named after I. Repin (Leningrad, 1984 - 1990); The State Institute of History of Art (Moscow, 2000 - 2004).

PAUL MOSTERD

Deputy Director of The Hermitage Amsterdam

Mr. Paul Mosterd is a deputy director at the Hermitage Amsterdam and leads the Communication, Press, Education and Marketing team. The Hermitage Amsterdam is the Western European satellite of the State Hermitage Museum in St. Petersburg. The team concentrates on developing and profiling the two exhibitions that the Hermitage Amsterdam organizes in the Netherlands each year for a Dutch and international audience. Currently 1917, Romanovs & Revolution is on show. It will be followed later this year by Dutch Masters. The Hermitage Amsterdam is the only museum in the Amsterdam's Top 10 that is entirely reliant on commercial and philanthropic support as well as income from ticket sales.





NATALYA NIKITINA

General Director of the Non-Commercial Partnership Kolomna Centre for the Experiential Travel Development “Kolomna Trading Quarter”

General Director of the Non-Commercial Partnership Kolomna Centre for the Experiential Travel Development “Kolomna Trading Quarter”. Laureate of the Russian Federation Government Prize for the recreation of the historical object and formation of the museum and touristic complex “Kolomna Pastila” (2016). In 2017 Kolomna Pastila became the official symbol of the Russia – Austria year of tourism. Laureate of the prize “Impulse of goodness” (2015), winner of the prize “Accessible world – 2012”, Special Commendation of the European Museum of the Year Award 2012 Judging Panel. One of the authors of the Conception of the creative sector development in Kolomna.

ANTON SHEVERDYAEV

Head of the Sector on Work with the Youth Audience of the State Russian Museum



Head of the Student Club of the State Russian Museum. The art historian, PhD in sociology. In 2001 he graduated from the Saint Petersburg State University, the Faculty of History, the Department of Art History. In 2004 he graduated from the Saint Petersburg State University, Faculty of Sociology, the Department of Cultural Anthropology and Ethnic Sociology and defended his thesis «Informal Communities of Artists and Rock Musicians of Saint Petersburg: Socio-Cultural Development and Interaction». He is the author of a number of lecture cycles and articles on the art of the XX - XXI centuries. He works in the State Russian Museum since 2001.



MAREN SIEBERT
Head of Education at the Foam

She studied Media and Culture at the University of Amsterdam and Freie Universität Berlin and Fine Art in Education at the Amsterdam University of the Arts. She has been working in the educational field since 2005. Her specialties include (audio)visual literacy, active participation and outreach programs. At Foam she is responsible for initiating and coordinating outstanding and innovative educational programs, with a focus on neighbourhood participation programs and being inclusive.

ARTEM SILKIN
Director of the State museum-reserve «Island-Town Sviyazhsk»



Director of the State museum-reserve «Island-Town Sviyazhsk» (since 2009), a member of ICOM, ICOMOS, the founder of the Fund for Support of Modern Art «Zhivoy Gorod» (Kazan). He graduated from the Kazan State University in the following specialties: Biochemistry, Jurisprudence, Marketing. Sphere of interests: cultural industries, cultural economics, cultural landscapes, management of cultural heritage sites, World Cultural Heritage sites, history.



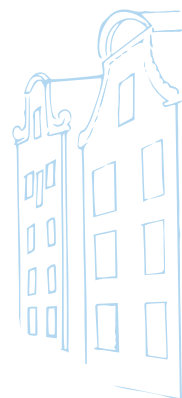
EKATERINA SINITSINA
Methodologist on Museum and Educational Activities of the State Tretyakov Gallery

Graduated from the S.G. Stroganov Moscow State Academy of Art and Industry. She worked as manager of the exhibition projects in the Jewish museum and Tolerance Centre. Author and curator of the international exhibition project devoted to the Art in the Internet. Project was realized at the Polytechnic Museum, Moscow. Since 2010 she works in the State Tretyakov Gallery in the Department of Educational programs.

ANNA STADINCHUK

Deputy Director for development of the GULAG History State Museum

Anna has graduated from the Lomonosov Moscow State University, Faculty of Journalism. Since 2012 works in the GULAG History State Museum. Currently is a Deputy Director for development. Supervises the work of the Education Department, the Social and Volunteer Center and the PR-department, manages special projects and programs addressed to the public.



BJORN STENVERS

Executive Director of the ICOM Endowment Fund

Bjorn Stenvers worked as director of marketing at the Amsterdam Heritage Museums until 2012. He was in the Cultural Leadership International program of the British Council 2010-2011. For 2012 and 2013 he coordinated the World Heritage Site of the Canal Ring together with Amsterdam Marketing. From 2013 he set up and worked on the development of the Amsterdam Museums Foundation. Stenvers has several museum board positions. He has degrees in Marketing, Art History and Communications.

VLADIMIR STEPANOV

Curator of the Inclusive Programs Department of The Museum of Russian Impressionism.

Graduated from the Moscow State Institute of Culture in the specialty Stage Director / Teacher. In 2010 – 2013 worked as a teacher in several regular schools. In 2014 – 2016 – worked as a Lecturer and Stage Director in the Social and Humanitarian University. In 2013 – 2017 – Scientific Worker of the Museum-Reserve “Kolonna Kremlin”. Laureate of the Prize of the Governor of the Moscow Region.



OLGA TARATYNOVA

Director of the State Museum-Preserve «Tsarskoye Selo»



For more than 25 years she has been responsible for the preservation of the historical and cultural monuments. Among the most remarkable professional achievements: restoration of such a unique objects as: the Agate Rooms of the Cold Bath pavilion, Hermitage, Turkish bath and Concert Hall pavilions in the Catherine’s Garden, White Tower and Arsenal pavilions in Aleksander’s Garden; opening of the first museum in Russia devoted to the theme of the First World War – “Russia in a Great War”. Author and inspirator of the project “Associations” – fashion shows of the famous Saint Petersburg Haute couture designers on a theme prescribed by a museum.

HARRY TUPAN

General Director of The Drents Museum

Harry Tupan studied art history in Groningen and museology in Leiden. At the University, he studied English silver in the seventeenth century, and has specialized in contemporary figurative art, on which he has published several works. As general director of the Drents Museum in Assen he is responsible for all areas of work. Tupan is active in a number of cultural and museum committees.





MARTHE DE VET

Head of Education & Interpretation of the Van Gogh Museum

She is responsible for the targeted interpretation of all collections, exhibitions and research at the Van Gogh Museum in Amsterdam and The Mesdag Collection in The Hague. Marthe loves art and it’s power to inspire people. That’s why, since she got her degree in art history from Leiden University, Marthe strives to foster cultural participation and enhance accessibility of museums.

EKATERINA VLADIMIRTSEVA

Coordinator of the Educational Department of the Garage Museum of Contemporary Art

Expert in the cultural studies, graduated from the MA course “Culture of the Mass Media” of the Russian State University for the Humanities. Coordinator of the Educational Department of the Garage Museum of Contemporary Art.



HESTER WANDEL

Head of Collections, Zaans Museum

After studying Art History and Museology at the University of Amsterdam, specialized in the history of collecting. Hester Wandel worked at the Amsterdam Museum, Cobra Museum and Museum for Communication. Since 2002 she is head of the collection and curator of the Zaans Museum and Czar Peterhouse in Zaandam. She made various exhibitions about jewellery, package design, migration and local artists and companies. In 2015 she purchased a painting of Zaandam by Claude Monet for the Zaans Museum. The museum is preparing an exhibition about Monet in Zaandam in the near future.

ROOS WATTEL

Director of the Wat Telt

Roos Wattel is Deaf and owner of Wat Telt!, a company for accessibility consultancy and training. She is the initiator of the project *Musea in Gebaren*, together with Foam Photography Museum Amsterdam. In the *Musea in Gebaren* program they have trained 13 Deaf people as museum guide and 9 well known Amsterdam museums provides tours in sign language since 2016. In september *Musea in Gebaren* will be launched nationally. Her mission is to build bridges between the hearing and the deaf community, for a better inclusion in art and culture. Roos believes that museums are the place to be for inspiration and exchanges. The role of museums can have a great impact on social issues like inclusion and diversity.



ERROL VAN DE WERDT

General Director of the Textielmuseum

Studied Museology at the Reinwardt Academie in Leiden (specialisation; education in museums), Management for Non-Profit Organisations and Art History and Archeology at the Vrije Universiteit in Amsterdam. He was curator and director of the municipal Museums in the City of Kampen, was Director Collections and Research at the Centraal Museum in Utrecht and is now acting as the general managing Director of the Dutch Textiles Museum in Tilburg including Textiles Laboratory and the Textiles Academy. He is also general director CEO of the Mommers Heritage institute in Tilburg including the regional archives, the Local History Museum, Vincent drawing school.

THE HISTORY OF THE CONFERENCE

The first International conference «Sustainable Dialogues» was held on 18 – 19 April 2016 in Amsterdam. It was organized by the Center for international cooperation DutchCulture, ICOM Russia and Foundation SAM. Over 100 museum directors and experts in museum education, representing the leading museums of Russia and Holland, participated in this event. In the framework of the conference sessions, more than 30 reports were given, several study visits and seminars were held as well as the speed-dates session on joint projects and cooperation between the museum experts from two countries was conducted.

The main objective of the first Sustainable Dialogues International Museum Conference 2016 was to improve the quality and efficiency of the collaborations between Dutch and Russian museums, particularly in the field of museum education. We aimed at stimulating the exchange of knowledge and ideas between Russian and Dutch museum professionals and tried to contribute to the long and rich history of cooperation between Russia and the Netherlands.

After the conference, organizers held a survey among the participants. It focused on the role of the conference in giving participants new insights in the development of the Dutch and Russian museums sector, with a special focus on museum education, possible partnerships and the way in which the organizers could support the follow-up of this project. As a positive result of the conference we highlight the following achievements: the agreements on two joint conferences and three lecture courses the decisions about the organization of four exhibitions, the implementation of two joint projects and three joint educational programs. In addition, five museums made the agreements on carrying out trainings for their employees in museums-partners. It is also important to mention the MOU between the Museums of Amsterdam and the Museum Association «Moscow city Museum» which was signed during the conference.

